

25 MAR 1961

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The Honorable Edward R. Murrow
Director, United States Information Agency
Washington 25, D. C.

Dear Mr. Murrow:

Thank you for your letter of the 15th with regard to the
re-constituted Exhibits Committee.

I have been considering carefully just how this Agency could
best contribute to the work of the Committee. With this in mind,
I should now like to designate
principal representative, with
alternate.

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Sincerely,

Signed

Allen W. Dulles
Director

cc: DDCI
DDP/EBM/
24 March 1961
Distribution:
O&I - Addressee

1 - E P Dwyer's house
1 - DCI's Reading
1 - C/CA - [unclear] of house
1 - DDP/EBM

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24 March 1961

Mr. Dulles:

The Exhibits Committee was one of some 45-odd working groups and committees under the OCB. It did not meet as often as most of the others. It was different from most of the others also in that it has certain roots in legislation, particularly with respect to trade fairs.

Also unlike most of the OCB committees, we were represented on this one by DDI rather than DDP officers [redacted]

STAT [redacted] This situation stemmed from the fact that OCR had access to certain files and reports which could be exploited to provide information on Soviet Bloc activity in the exhibits field.

USIA in fact has more direct connection with this type of file and report. They exploit the material for precisely the same purpose that the OCR representatives did on request of the Exhibits Committee. Accordingly, some time before the abolition of the OCB DDI worked out an agreement with USIA whereby the latter assumed responsibility for supporting the Exhibits Committee in this regard.

Therefore, the primary reason for DDI representation no longer obtains. On the other hand, the overriding purpose of all U.S. exhibits is now agreed to by the projection of the U.S. image abroad, etc. This sort of thing is of course the primary responsibility of the CA Staff of the DDP and, therefore, it seems to all concerned that the representation on the re-constituted committee should come from that staff.

I don't think it is feasible or necessary to attempt to match the level of title for committee members that is cited by Mr. Murrow. Actually the previous committee had pretty high level people on it (e.g. it was chaired by Abbott Washburn) but this was primarily because USIA wanted to guarantee that the psychological warfare aspect of things remained the primary consideration, against the efforts of Commerce and others to emphasize trade promotion. We have never had a complaint about the level of our representation (which has been of a high order of competence).

[redacted] can of course hold your end up in any such company as can [redacted] at the subordinate level.

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UNITED STATES INFORMATION AGENCY
WASHINGTON

MAR 15 1961

Dear Mr. Dulles:

For the past two years, the U.S. Information Agency has chaired the inter-agency Exhibits Committee established by the Operations Coordinating Board. During this time, the representatives of your Agency have made a significant contribution toward coordinating the major overseas activities of the various agencies of the U.S. Government.

As you know, such exhibit activities have grown considerably in recent years, particularly as a result of the increasing and well-conceived efforts in this field being carried out by the Sino-Soviet bloc nations. More and more countries, in response to this growing challenge, are recognizing the importance of the exhibit medium as a major instrument for presenting a point of view or message in dramatic and impressive fashion to a large and influential audience.

With the recent abolition of the Operations Coordinating Board, it has been necessary to consider which of its former activities should be continued. Representatives of agencies formerly members of the OCB met at luncheon on February 23 and concluded that the Exhibits Committee was one of the groups which should be maintained. It was agreed that the Committee's function would be continued and even strengthened and that USIA should take the initiative in this respect.

I propose that we continue the level of membership of the Committee with each representative ranking at the Assistant Secretary, Agency Deputy Director, or comparable level. This group would meet or consult, as needed, to provide basic policy direction and guidance.

The Honorable
Allen W. Dulles
Director
Central Intelligence Agency

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on planning and to resolve any major differences that might develop. I also suggest that alternates be designated to constitute a sub-committee or "working-level" group which would undertake the day-to-day working relationships.

If you agree to the continuation of such an arrangement, I would appreciate your designating those you wish to represent your Agency on the Committee. For your information, I plan to designate my Deputy, Mr. Donald M. Wilson, as this Agency's representative, and Mr. Robert C. Hickok, International Exhibits Advisor and Coordinator in the Agency's Office of Policy and Plans, as his alternate. This Agency will continue to assume the responsibilities of chairman.

Based on the experience of the Committee and its potential contribution to effective inter-agency planning, I would like to see it devote greater attention in the following weeks to long-range planning. I would appreciate receiving your designations as soon as possible in order that maximum time be available to develop a well-conceived and integrated program proposal whose various segments, if approved by the member agencies, could be included in their respective 1963 budget requests.

Sincerely,

Edward R. Murrow